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**DATE:** November 18, 2003

**TO:** Examiner Michael A. Cuff **FAX NO.:** 703-305-7687  
USPTO GPAU: 3627

**FROM:** Jeffrey G. Toler

**RE U.S. App. No.:** 09/497,773, filed February 3, 2000

**Applicant(s):** Jerry E. Pierce, et al.

**Atty Dkt No.:** 1007-0001

**Title:** METHOD AND SYSTEM FOR OPTIMIZING MARKET  
ACCESSIBILITY VIA AN ELECTRONIC NETWORK

**NO. OF PAGES (including Cover Sheet):** 4

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- ☒ Power of Attorney/Change of Correspondence Address – Jerry E. Pierce
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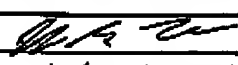
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	Filing Date	February 3, 2000	
	First Named Inventor	Jerry E. Pierce	
	Art Unit	3627	
	Examiner Name	Michael A. Cuff	
Total Number of Pages in This Submission	3	Attorney Docket Number	1007-0001

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